

NATIONAL NETWORK OF LIBRARIES OF MEDICINE
PACIFIC SOUTHWEST REGION (REGION 7)

Pacific Southwest Regional Medical Library (PSRML)

Quarterly Progress Report
November – January 2002

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Quarterly Progress Report
National Network of Libraries of Medicine, Pacific Southwest Region
October 2001 – January 2002

A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services

- Loansome Doc service is offered by 208 libraries in the Pacific Southwest Region.
- We continued our efforts of last quarter to improve how we help individuals, both health professionals and members of the public, find a Loansome Doc library. Julie Kwan, Karen Ricard, and Andrea Lynch explored referrals that bring callers to the 800 number with Loansome Doc questions and what happens when we get those requests. Most of these are referred from PubMed's Loansome Doc ordering page, which sends users to the Find a Library Basic Search¹ page and provides a list of Loansome libraries by state. California currently has 123 libraries providing Loansome Doc service to health professionals, and this is a long list to read through to find an appropriate provider. Julie Kwan canvassed other NN/LM staff to see if they were interested in an improved method for finding a Loansome Doc library, but no other region has as great a number of Loansome Doc providers as does California. Thus the existing search works fine for other states. (Currently, New York is next with 83 libraries. Other states have 50 or less libraries providing the service to health professionals.) We will continue to work on ways to improve the identification of Loansome Doc providers.
- UCLA was invited to help test a new LinkOut to SERHOLD data feature. The Library staff was happy to participate in this project. When finalized, this feature likely will be very popular with hospital libraries.
- PSRML continued to post listserv announcements of new electronic information resources and satellite broadcasts related to bioterrorism.

2. Assessing the needs of health science libraries

- Requests from libraries about LinkOut increased during this quarter. Julie Kwan provided assistance to a number of libraries; the most in-depth interactions involved libraries at Beckman Coulter, Chiron, Exelixis, Hawaii Medical Library, and Kaiser Permanente. Network members had a lot of questions, and there still is confusion and uncertainty about LinkOut. In December, we started to receive

¹ <http://nnlm.gov/members/>

notices when libraries are assigned LinkOut User IDs and passwords. This will make it easier for us to follow up with libraries that are new to this service.

- The following videotapes and audiotapes circulated to network members during the quarter of November – January 2002:

Videotapes/CD-ROMs/DVDs:

MLA: The Effects of E-Journals on your Library – 4

Libraries, Copyright and the Internet – 1

Anthrax: What every clinician should know Part I – 3

Anthrax: What every clinician should know Part II – 1

NLM: Breath of Life: The History of Asthma (DVD) – 4

NLM: Health Information Services Research: An Historical Perspective – 2

Audiocassettes:

Medical Library Association 2001 Annual Meeting and Exhibit – 13

- Cheryl Warren, Medical Librarian, ValleyCare Health Library, Pleasanton, CA, received a PSRML Professional Development Award to attend an MLA CE class, “Teaching Internet Consumer Health to Health Care Professionals.”

3. Managing the NN/LM network membership program for the region

- Region 7 has a total of 626 network members.
- Membership renewal packets were mailed to all libraries and information centers listed as network members in Region 7 in DOCUSER. Members were asked to update their DOCUSER records and confirm their membership renewal via the specially designed web page². By the end of January, 2002, we had processed 316 membership renewals. Of these, 271 were full members and 45 were affiliate members. During this process, we learned of a small number of libraries that had closed or merged. We also upgraded a number of addresses that were incorrect in DOCUSER but had been correct in our previous Network Member Database. During the next quarter, we will follow up with non-respondents and issue one more set of membership certificates.
- A number of corporate libraries that have applied as LinkOut participants are also candidates for membership in the NN/LM. LinkOut is an attractive option for corporate biotech companies.
- PSRML filled requests from two network members for NLM promotional items for use at a library orientation, health professional training in PubMed and other

² http://nnlm.gov/psr/nm_renewal.html

NLM resources, and at community health fairs. (Note: Requests were limited during the holiday season.)

4. Implementing the Regional Document Delivery Plan

- During this quarter, PSRML staff participated in two DOCLINE teleconferences.
- There are currently 374 SERHOLD contributors in the Pacific Southwest Region.
- There were no new DOCLINE participants added; three DOCLINE applications are pending as of the end of the quarter.
- The following 6 DOCLINE libraries were updated as closed this quarter; these closures were discovered during our membership renewal efforts:

LIBID	Institution
CAUGKP	South Bay Hospital
CAUGMD	El Cajon Valley Hospital
CAUGNM	Capistrano By the Sea Hospital
CAUGNP	Beckman Instruments Inc.
CAUGUF	Technicon Data Systems
CAULIR	Letterman US Army Institute of Research

- One of the above closed libraries, CAUGNP, merged with another library that remains open (CAUBIF).
- There are 403 DOCLINE libraries; 29 of these are Borrow-Only libraries.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

Location	SERHOLD Contributors	Borrow-Only DOCLINE	Total Participants
Arizona	42	7	49
California	302	19	321
Hawaii	14	1	15
Nevada	11	2	13
Pacific Basin	5	0	5
Regional Total	374	29	403

- During the quarter, 107 DOCLINE routing table approvals were completed at PSRML.

- One DOCLINE orientation was performed via telephone during the quarter, which took a total of 80 minutes.
- The region has 26 library groups, including those that are cross regional, recognized in the DOCLINE system.
- During the quarter, 62 requests for DOCLINE holds were processed.
- Five regional libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 78 FreeShare library group members in this Region.
- There is a grand total of 811 FreeShare library group members in the U.S. and Canada, which is 25% of the total number of DOCLINE participants.

5. Meeting responsibilities of Resource Libraries and the RML

- Resource Library agreements for the May 2001 – April 2006 contract period were distributed for signature.

6. Establishing and maintaining communications

- To help network members better understand LinkOut, Julie Kwan developed a section of the PSRML web site called, The Hospital Librarian's Guide to LinkOut³. She set up a demonstration LinkOut library that simulates electronic access to Brandon-Hill titles as part of this page. This site was featured at the Joint Meeting of the Medical Library Group of Southern California / Northern California and Nevada Medical Library Group (Medical Library Association chapters) at the end of the quarter.
- Two issues of *Latitudes*, the PSRML newsletter, were published. The November – December 2001 issue included a feature article about the six completed Access to Electronic Health Information for the Public projects, announcements of the new PSRML web site, and membership renewal. Network members were featured for their activities supporting National Medical Librarians month and participation with NN/LM exhibits. The January – February 2002 issue included articles on document delivery via the web, including the new Web PDF delivery service offered by the UCLA Biomedical Library. The issue also included notices about the final destinations of the former IGM databases; the new library building at the University of Nevada, Reno; Medical Subject Headings on the web; systematic reviews; and Internet connection grants in our region.
- The *Latitudes* web index page received 1586 hits from November 2001 through January 2002.

³ http://nnlm.gov/psr/hl_linkout.html

- PSRML created a mouse pad to be used as a promotional item for both the 2002 MLGSCA/NCNMLG Joint Meeting and the NN/LM Membership Renewal project. Mouse pads were distributed to Joint Meeting attendees, and one mouse pad was included with every Member certificate mailed to both Full and Affiliate Members.
- PSRML released the new web site design and expanded content at the very end of the previous quarter. Visits to the web site increased slightly this quarter over last quarter. PSRML web usage summary statistics are:

Month	Visits	Page Views
Nov. 2001	18, 261	57, 379
Dec. 2001	7,970	82,693
Jan. 2002	5,997	56,589

- The increase in page views in December reflects requests to see our seasons greetings “card” as well as requests for the network membership renewal pages.

7. Consulting with the Regional Advisory Committee

- Planning began for a Regional Advisory Committee to be held during the next quarter; recommendations were solicited for new members to join the committee.

8. Obtaining feedback from users and recommending ways of improving information access

- One area of comment we have received regarding NLM programs relates to DOCLINE Report 1-8, Ranked List of Serial Titles Requested. More libraries are paying copyright fees through agencies such as the Copyright Clearance Center. Consequently, they need management information on a schedule that will help them meet this obligation. Report 1-8 currently provides data on a July through June cycle. This worked well when the primary purpose of the report was to provide background information for new journal subscriptions; the list was available before the fall when libraries prepared subscription lists to go to the publishers. But as more libraries need similar information for copyright payments, they need this report available on a January through December cycle. Thus, we believe an improvement would be to provide this report with both timeframes, allowing the user to select the appropriate one. (This comment has been forwarded to the DOCLINE Team via NLM’s custserv e-mail.)
- At the PSRML exhibit booth during the Joint Meeting of Medical Library Groups, we responded to several inquiries about LinkOut, DOCLINE, and Loansome Doc service.

- Julie Kwan and Kay Deeney began preparing to meet with network members in Hawaii in April and initiated a dialog about their training needs. The National Training Center and Clearinghouse formal training programs have not been held in Hawaii for some time. The last time they were scheduled for NTCC PubMed training, the sessions were cancelled because they did not meet the minimum enrollment requirement. Therefore, PSRML is committed to providing PubMed and other NLM database and resource training for them as needed. During the upcoming trip to Hawaii, PSRML librarians will also meet with network members and visit libraries as schedules permit.
- Julie Kwan shared an anecdotal report about MEDLINEplus, received through a personal contact with the Director of the University City Public Library in St. Louis, Missouri. The main health related link on the UCPL's "Web Portal" is to MEDLINEplus. When asked how they learned about it, the Director said that they had received a mailing and that her reference staff really liked it. The library's web address is: <http://www.ucpl.lib.mo.us/>. Mailings do work!

9. Providing a computer-equipped training facility

- The training facility was used by the following groups: UCLA School of Medicine, Dean's Office; UCLA School of Medicine, Pharmacology Department; UCLA Biomedical Library, Reference Division, and PSRML staff.

10. Conducting or participating in needs assessments and testing of NLM and NN/LM products and services

- PSRML coordinated development of a proposal for consumer health fields in DOCUSER, in response to a request from the DOCLINE Interface Review Team (see section B.2. below).

11. Promoting NLM-sponsored grants

- PSRML distributed an announcement of the anticipated NLM Next Generation Internet grant program to potential applicants.

12. Following up on NLM funded grants in the region

- PSRML highlighted recently awarded NLM Internet Connection Grants in the bimonthly newsletter.

B. OUTREACH PROGRAMS

- The announcement and web application forms were drafted for the regional Express Outreach Awards, to be announced in February 2002; the goals of this outreach award program are:

- To promote outreach by network members to share their expertise and resources with a target audience not normally reached;
- To encourage partnerships and community-focused activities in support of the NN/LM mission;
- To promote awareness and use of the products and services of NLM and the NN/LM; and
- To improve access to health information for those health professionals and health consumers without adequate access to library and information services.

1. Outreach to Health Professionals

- Kay Deeney taught a class on NLM databases and services to UCLA School of Public Health students enrolled in EPI411, Research Resources in Epidemiology (see Appendix A, Outreach Reporting Form).
- PSRML assisted health professionals calling the 800 number with referrals to Loansome Doc provider libraries and with PubMed search questions.

2. Consumer Health Information Services

- Heidi Sandstrom conferred with Nancy Press on January 22, 2002, in order to draft a proposal for consumer health fields in DOCUSER. The proposal will be presented at the February consumer health teleconference, and then forwarded to the DOCLINE Interface Review Team (DIRT), as requested.
- Heidi Sandstrom continued to represent PSRML in working with the Public Health Information Subcommittee of the Arizona Turning Point project. Turning Point is an initiative of the Kellogg Foundation and Robert Wood Johnson Foundation to make the public health system “more effective, more community-based, and more collaborative.” Heidi participated via teleconference in the December 17 meeting. She is working with Rhian Evans of Arizona Libraries for the Future on developing a needs assessment survey of Arizona public libraries, and she will attend the next meeting in February.
- Heidi Sandstrom facilitated NN/LM Consumer Health Coordinators Teleconferences on December 11 and January 8. Heidi distributed follow-up information on the teleconferences via the CONSUMER listserv on December 11 and to NNLMALL on January 8.
- Progress has been slower than anticipated on the consumer health project to digitize foreign language print materials, due to competing staffing demands. However, PSRML has accomplished the following tasks on this project:

- An account was established and training was received for use of the UCLA Library's digital projects database (an Access 2000, Dublin Core compliant database).
- A draft metadata schema was been developed, based on an analysis of the sample documents collected from the California AIDS Clearinghouse and other regional sources.
- Sample documents in the area of infectious diseases have been scanned to create PDF files.
- Metadata records have been created for the scanned documents to test the draft schema. The draft schema will be shared with other NN/LM staff for review once we are satisfied that it is complete for the documents in our sample.
- Regional libraries that previously reported owning materials in non-English languages were interviewed regarding the size and scope of their collections and the source of their materials. The amount of material identified has been less than was expected.

The next steps planned on the consumer health digitization project are:

- To continue follow-up to identify and contact the original sources of foreign language consumer health materials.
 - To increase our sample size by scanning additional documents and creating the related metadata records.
 - To contact other NN/LM staff to determine similar projects that may be underway, and to coordinate efforts, especially in resource identification.
 - To design a search and retrieval interface.
 - To mount the project on a publicly-accessible server.
 - To prepare a final report on the pilot project with recommendations for further development.
- Heidi Sandstrom and Kay Deeney met with Desarae Powell at the Lili Claire-UCLA Family Resource Center⁴ on November 20, 2001, to provide ongoing consultation in establishment of information resources at the center. PSRML has been assisting Ms. Powell with establishing this new service dedicated to serving families of persons with neurogenetic disabilities. Heidi and Kay saw the library space and heard about plans for completion. Ms. Powell has been working with library school interns to facilitate development of and access to the collection. The Resource Center library plans to offer the following services: Factual Literature on Neurogenetic Disabilities; Parenting Information/Educational Materials; Community Resource Information; Book, Video, and Audio Lending Library; Reading Room; and Literature and Resource Search Service. A follow-up meeting has been scheduled for next quarter.

3. Training to Support Electronic Access to Health Information

⁴ <http://tarjancenter.ucla.edu/whatwedo/services/lilliclareservicedirectory.htm>

- After soliciting review and receiving comments from all NN/LM regional staff and NLM reference staff, Kay Deeney completed revision of the NN/LM trifold search guides⁵ on PubMed, the NLM Gateway, and MEDLINEplus. These color, PDF files are linked on the PSRML and NN/LM web sites so they can be used freely by anyone for distribution or instructional support.
- Heidi Sandstrom continued working with Terry Simas, Reference Contractor for Cascade Pacific Library Network, and Marian Milling, Director of the Cascade Pacific Library Network (CPLN), to finalize plans for health information training to public library staff in the 13-county region of the CPLN. We will use a training model similar to one piloted in Southern California.⁶ All counties in the Cascade Pacific region are rural, according to the California Rural Health Policy Council definition, and local public health services programs are offered in Del Norte, Modoc, Lassen, and Glenn counties. Training sessions have been scheduled at centrally-located public library sites in three cities of the region in spring 2002: Chico (April 2-4), Redding (April 30-May 2), and Eureka (June 25-27). We will be using our portable LAN for the demo/hands-on portion of the training. We plan to provide training to health professionals in various communities in the region who lack ready access to health information resources, in addition to the public library staff training.

4. Exhibits and Presentations at Meetings

- A mailing was sent to the membership of the California School Library Association following the October 31-November 3, 2001 Annual State Conference. Heidi Sandstrom mailed letters, fact sheets, and MEDLINEplus bookmarks to 1,000 school librarians in December 2001 (see Appendix B for the letter and Appendix C for the exhibit report). PSRML received a limited number of inquiries in response to the mailing, although the feedback we did receive was excellent. For example, one message came from a school district librarian who requested additional materials to “share with our district nurses who in turn (at my request) will share it with our local health clerks and science/health teachers..... [and] to distribute at my monthly district meeting with the library clerks.” The same librarian also commented, “I’m impressed with your credentials and glad to see a health professional among the ranks of professional librarians.”
- PSRML exhibited at the 2001 Arizona Library Association/Mountain Plains Library Association Conference in Phoenix on December 5-7, 2001. Attendance was close to 1000 people from 12 states (see the exhibit report in Appendix C). Network librarians from Arizona Health Sciences Library, University of Arizona (a regional resource library) presented *CHILE—Consumer Health Information Links for Everyone* as a pre-conference workshop on Wednesday, December 5, at the Burton Barr Central Library. CHILE development was supported in part by

⁵ <http://nnlm.gov/psr/search.html>

⁶ <http://nnlm.gov/psr/chic.html>

an NLM – NN/LM outreach project award. Patricia A. Auflick, access services librarian; Mary Riordan, information services librarian; and Jerry Perry, head, Information Services, Arizona Health Sciences Library, provided the instruction. A description of the program follows:

As a result of a grant from the National Library of Medicine, Tucson-Pima Public Library and the Arizona Health Sciences Library are working collaboratively to enhance the availability of consumer health information in Pima County. Two workshops, two hours each, were developed to provide reference desk staff with reliable, authoritative sources of consumer health information. How to conduct a health reference interview, sources for information on drugs, deciphering a medical question, and evaluating health web sites were included. This workshop will provide the front-line information professional with the resources necessary to respond to health questions and the knowledge of where to refer questions that require more in-depth assistance. Limited to 25 participants.

- The Joint Meeting of the Northern California and Nevada (NCNMLG) and Medical Library Group of Southern California and Arizona (MLGSCA) was held in Scottsdale, Arizona, January 30 – February 2, 2002. Various sessions offered opportunities to learn about border health, rural health, and public health issues, as well as innovative ways to deliver health information to the public. Meeting participants also learned about Open Source (PSRML and NN/LM web sites both use open source software), were stimulated to think about models of hospital librarianship, and challenged with new ways to deliver NLM products and services. PSRML staffed an exhibit booth throughout the conference and provided an update at the meeting general session on January 31, 2002. The update slides and handout (“What’s New at PSRML”) are available on the PSRML web site.⁷ The slide show began with an overview of network characteristics of the Pacific Southwest Region, and included our thanks to the many network members who have contributed to outreach subcontracts, exhibits, and *Latitudes* articles.

5. Technology Awareness and Integration

- Kay Deeney and Heidi Sandstrom met with Susan McGlamery on November 28, 2001, about involving NN/LM librarians in the 24/7 reference project⁸ of the Metropolitan Cooperative Library System (MCLS). Librarians from California county law libraries have started to participate in 24/7, and this activity may serve as a model for NN/LM librarian training and participation within the region. Kay previously has participated in the UCLA campus 24/7 digital reference pilot program, so she is familiar with the software and can assist in training. Kay

⁷ <http://nnlm.gov/psr/pres/>

⁸ <http://www.247ref.org/>

demonstrated the 24/7 software to attendees at the MLGSCA/NCNMLG Joint Meeting, in anticipation of recruitment and training of medical librarians to collaborate with PSRML and MCLS. Kay also presented a poster at the meeting with UCLA librarians Lisa Carroll and Alice Kawakami on “Real Time Reference: Collaborating across Different Libraries.”

- Kay Deeney demonstrated the 24/7 digital reference website to PSRML staff members, Karen Ricard, administrative assistant, and Andrea Lynch, network assistant. Karen and Andrea answer numerous 800 number calls from network librarians, health professionals, and the public. They are interested in using the software to enhance network customer service, including DOCLINE training and problem resolution and Loansome Doc referrals. There were some intermittent problems with the web software, so we have not yet launched this as a routine part of our customer service.
- PSRML co-sponsored a continuing education class with MLGSCA. Kristin Antelman was the instructor for “Database-driven Web Sites,” held in Anaheim, California, on December 3, 2001, with 41 participants. Elaine Graham is working with the NCNMLG Program/Continuing Education Committee to co-sponsor a similar workshop during the next quarter.

6. Connections

- Network membership renewals are being closely monitored to identify any network member libraries that are in need of assistance with Internet connectivity.

C. OTHER ACTIVITIES

- Heidi Sandstrom attended the following: Internet Librarian, “Internet@Schools” (November 5-6, 2001); MLGSCA CE Course, “Database-Driven Web Sites” (December 3, 2001); MLGSCA/NCNMLG CE Course, “SuperSearcher” (January 30, 2002).
- Julie Kwan, Kay Deeney, and Elaine Graham attended the Internet Librarian conference in Pasadena (November 6-8, 2001).
- Julie Kwan served as external evaluator for two portfolio reviews for students graduating from the UCLA Department of Information Studies (DIS). During the review, library school students present a portfolio of their student careers, highlighting self-assessment, goals, courses taken, and culminates the learning experience in the MLIS program. In addition to participating in the DIS internship program, PSRML is reaching out to the faculty and students at DIS in other ways that may promote the training and recruitment of health sciences librarians.

- Heidi Sandstrom met with the daughter of a network librarian from Hawaii. Heidi gave the student, who is interested in attending library school, a tour of the UCLA campus, including UCLA's Department of Information Studies and several campus libraries. Heidi answered questions about the library school and the profession and introduced the student to a number of UCLA librarians.
- Michael Miller and Kay Deeney attended the icompass Informational Technology video/teleconferencing presentation on the UCLA campus on January 16, 2002. Michael Miller met with a UCLA vendor for a consultation on videoconferencing options.
- PSRML received an on-site ergonomics consultation from UCLA Environmental Health and Safety Dept. The consultant gave a presentation to all staff on office ergonomics and also met individually with each PSRML staff member to provide recommendations on posture, keyboarding, work techniques, timing of breaks, and helpful exercises.
- PSRML contributed project plans for the UCLA Biomedical Library's proposal to NLM to host an Associate Fellow for the 2002-2003 fellowship year.